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Doe Consulting, Inc.
4909 E. Sandwick Dr.
Queen Creek AZ 85242

Attn: John Doe

Dear Mr. Doe,

I have finished editing the business proposal for Masco Support Services. The solutions offered in the proposal are smart and should prove very helpful to your client.

Attached you will find my written markups as well as an electronically edited copy. I edited the entirety of the proposal for consistency in the APA style format as well as correctness and clarity on a language level. Here is a general overview of the most important items to address, in my opinion:

Formatting: Most of the formatting changes and suggestions I made were to keep your document consistent with APA style, which is generally the norm for business proposals such as this. One general note: APA guidelines dictate that the entire proposal be in block format (i.e., single spaced, no paragraph indents). I changed the first half of your document to double spacing to make it easier for me to mark the text by hand. After the final edits, it should be returned to single-spacing like the second half of the proposal, although please omit any paragraph indents.

I have changed your running header to be consistent with APA guidelines; aside from the spelling mistake, I changed your page numbers to small roman numerals on all pages before the introduction, and then to regular numerics after the introduction. Please also note that when the first half of the document is changed to single-spacing, the page numbers listed in the introduction may not be correct and will need to be changed. Please disregard any inconsistencies in this respect.

I also marked the places where the section headings should be centered and subheadings should be left justified. I would also consider changing the font and size of your section headings to 12 point Times New Roman to match the rest of the text. The bolded headings are acceptable.

The font and size of your title page should also be 12 point Times New Roman, although I would not bold the title. Speaking of the title page, though the stock picture of the

warehouse is lovely, such images are typically inappropriate for a business proposal; I would omit it.

Other general formatting issues include starting a new page with each new section and having only one space after each period instead of two (this is a new rule). By keeping the format consistent and avoiding distracting graphics or fonts, you will help your reader to better follow the organization of your proposal.

Language: Apart from spelling/punctuation blunders, I have also adjusted the syntax and made word choice suggestions in certain places for clarity.

In lieu of syntax, please note: I took great efforts to maintain the integrity each sentence so that all the necessary information remains. I simply rearranged some phrases for syntactical clarity and omitted any redundancies. For example, in your cover letter, I changed the sentence in which you summarize the proposal's contents to read, "It presents our recommended solutions, including the accompanying benefits, methods, and timeline for completion." This summary is now more succinct and cogent while still maintaining the meaning of the original sentence.

In lieu of word choice, much of the changes I made were simple word-confusions, like "custom" instead of "costume," or "been" instead of "bin." I did, however, also make some word changes to aid the sentence's clarity. General blunders I noticed are the use of colloquialisms such as "bottleneck" or unspecific words like "good." As the language in a business proposal should be specific, concise, and formal, I made word change suggestions accordingly. For example, I changed "bottleneck" to "source of congestion," and "good" in one "positive" or "sound."

Another general change I often made in the text is the use of passive voice to active voice. By writing in active voice, your proposal will sound not only clearer, but more direct and confident. (Naturally there are some instances that render the need for passive voice in order to convey the correct meaning, but active voice is generally preferred.) In the same vein, in the section in which the benefits of the proposal are explained, I changed all the instances of "would" (as in, "sales would increase") to "will" (as in "sales *will* increase"). This simple auxiliary change has a tremendous effect on the overall confidence and directness of the language. Using "will" instead of "would" conveys the idea that your solution *will indeed* be implemented and *will indeed* render the effects that you list.

I hope that my services were of good use. My job is to make sure you sound good on paper so that you can go on doing what you do best—serving your clients. Please feel free to contact me via the information above if you need further assistance or clarification.

Cheers,

Stephanie Funk